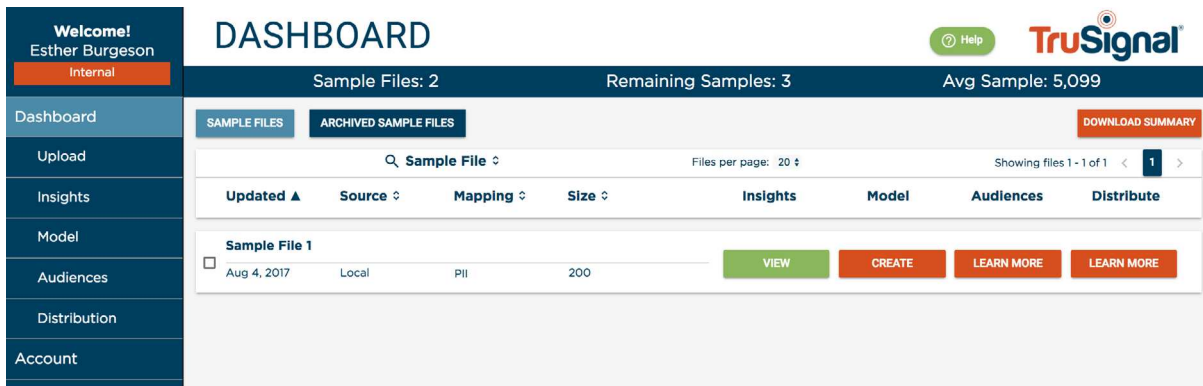


INSIGHTS QUICK START GUIDE

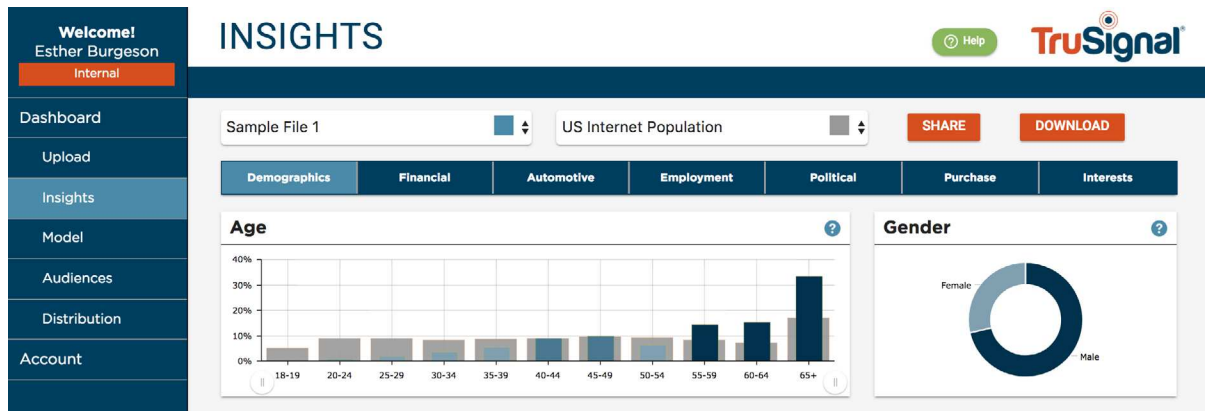
INSIGHTS

The TruAudience® Platform cross-references your sample file against TruSignal’s core offline data, covering 220 million U.S. adults, to generate more than 360 consumer insights. The platform’s Insights module allows you to view these insights to help you learn more about the people in your sample file. Use insights to make better, more informed marketing decisions and get a glimpse of the depth and breadth of the offline data TruSignal utilizes when creating custom predictive audiences.

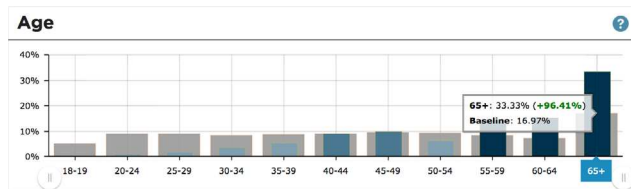
1. To access the Insights report for your sample file, click **VIEW** in Dashboard, or click Insights from the left-hand tool bar.



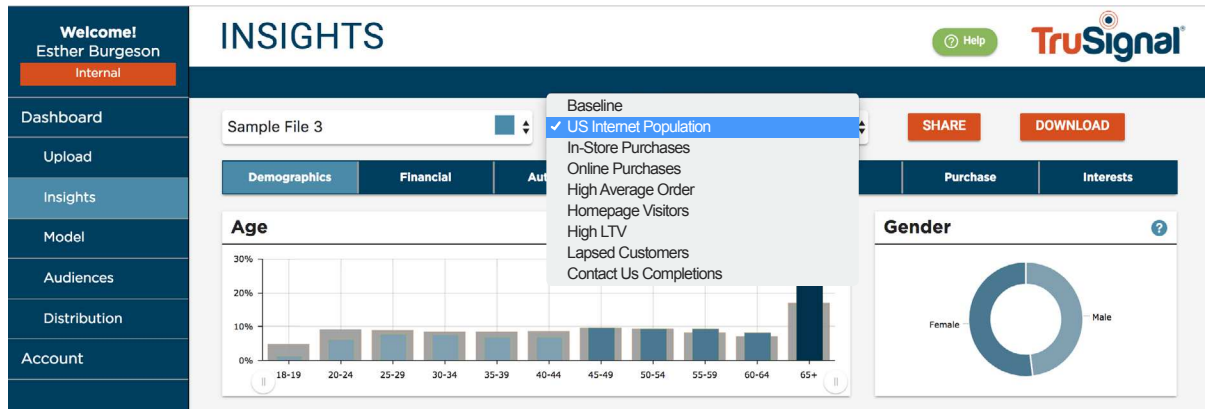
- You will be directed to the Insights Demographics tab. Insights has interactive data charts covering more than 360 data attributes across seven key categories: demographics, financial, automotive, employment, political, purchase and interests. To view a different category, click on its tab.



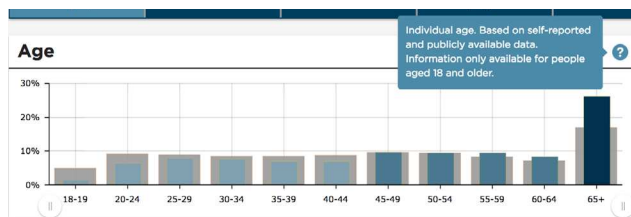
- Insights displays details about your sample file in blue, compared to the gray baseline. The baseline defaults to a sample of the U.S. adult Internet population. The darker blue indicates data that over index the most compared to the baseline. Lighter blue shows data that under index the most compared to the baseline. Hover over a data point to see how your sample file compares to the baseline. In the example below, age 65+ is dark blue because it over indexes 96.41% compared to the baseline.



- You can choose another uploaded sample file as your baseline to compare insights from two customer groups. Select your sample file by clicking the left-hand dropdown menu and choose your baseline in the right-hand dropdown menu.



- In each table you will see  the right-hand corner. Hover over it to get a description of the data that's displayed.



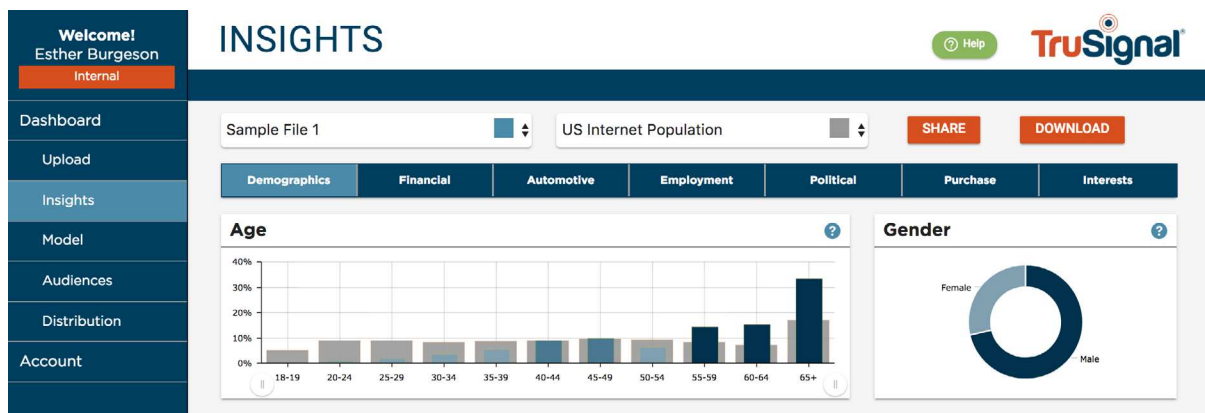
- For select bar charts with multiple data points, there is a sort feature available in the right corner of the table. You may sort by ascending or descending value, according to the over index percentage value.



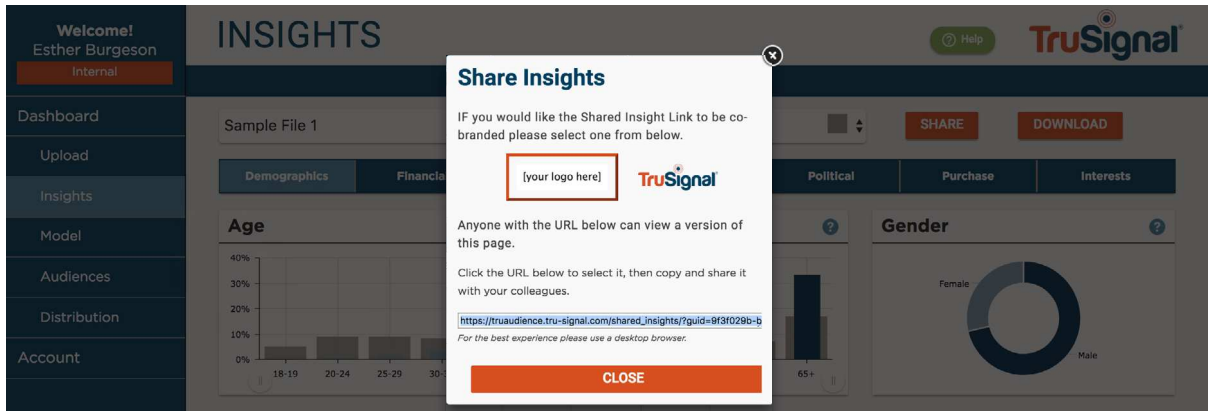
INSIGHTS: SHARE AND DOWNLOAD

You can share and download your sample file’s Insights report. By sharing Insights, your clients or colleagues can access all of the interactive charts across the seven key data categories. By downloading Insights, you can access an Excel file that contains all of the report’s information.

- In the Insights module, select the desired sample file and baseline and click **SHARE** .



2. After clicking share, a URL will generate. Anyone with the URL can access the Insights report for your file, even if they do not have a TruAudience® Platform account.



3. To download the Insights report for your selected sample file, click **DOWNLOAD**.

